

**University of Minnesota
express bus ridership report
summer 1972**

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University of Minnesota express bus ridership report

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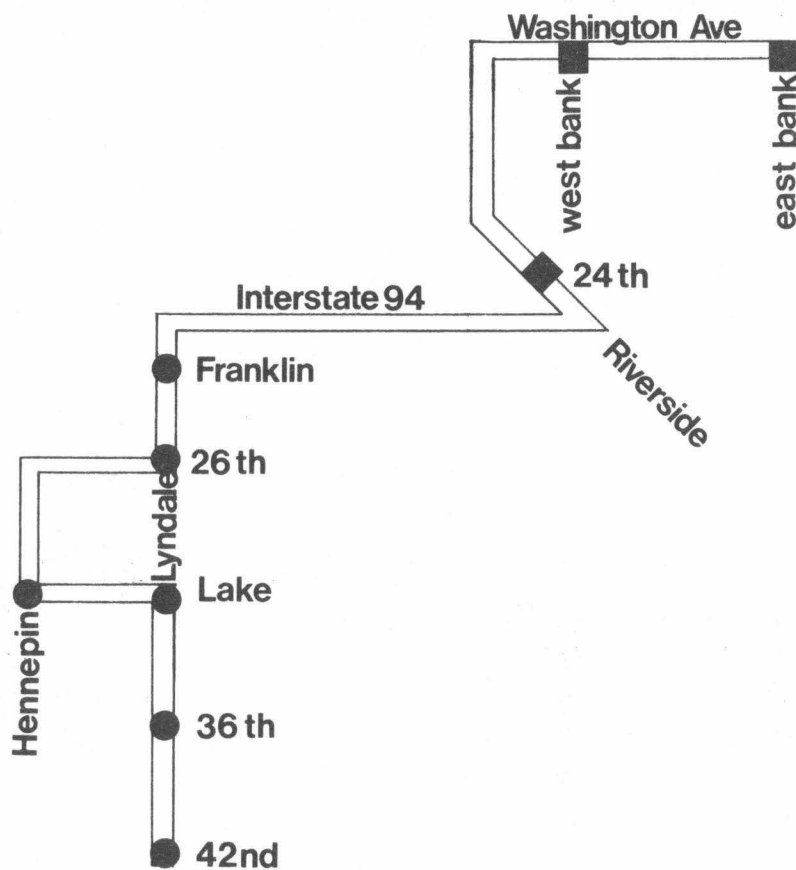
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express bus route C

- campus stop
- collector stop

Route C has characteristically been the most successful route in the University Express Bus System. It was the only route that continued to operate through the summer of 1971, following the first academic year the Express Bus System was in operation. Originally, the Transit Office had not planned to operate any summer routes, however, on the basis of a petition submitted by University employees from the service area, Route C was reinstated on a limited schedule.

Last summer Route C generated sufficient ridership to warrant again extending service through the summer months. The following report represents a brief analysis of Route C's performance this summer, as well as a comparative analysis relative to last summer's operation.

Both this summer and last summer Route C's schedule was limited to one early morning (7:07 am) and one late afternoon trip (4:31 pm). These two trips were chosen to accommodate the major user group - Civil Service Staff.

During the regular academic year, average morning ridership has been consistently higher than average afternoon ridership. This is largely due to student patronage. A student often finds it convenient to use the Express Bus in the morning, however, if he has an afternoon job outside the University or if he finishes classes early in the afternoon, he will

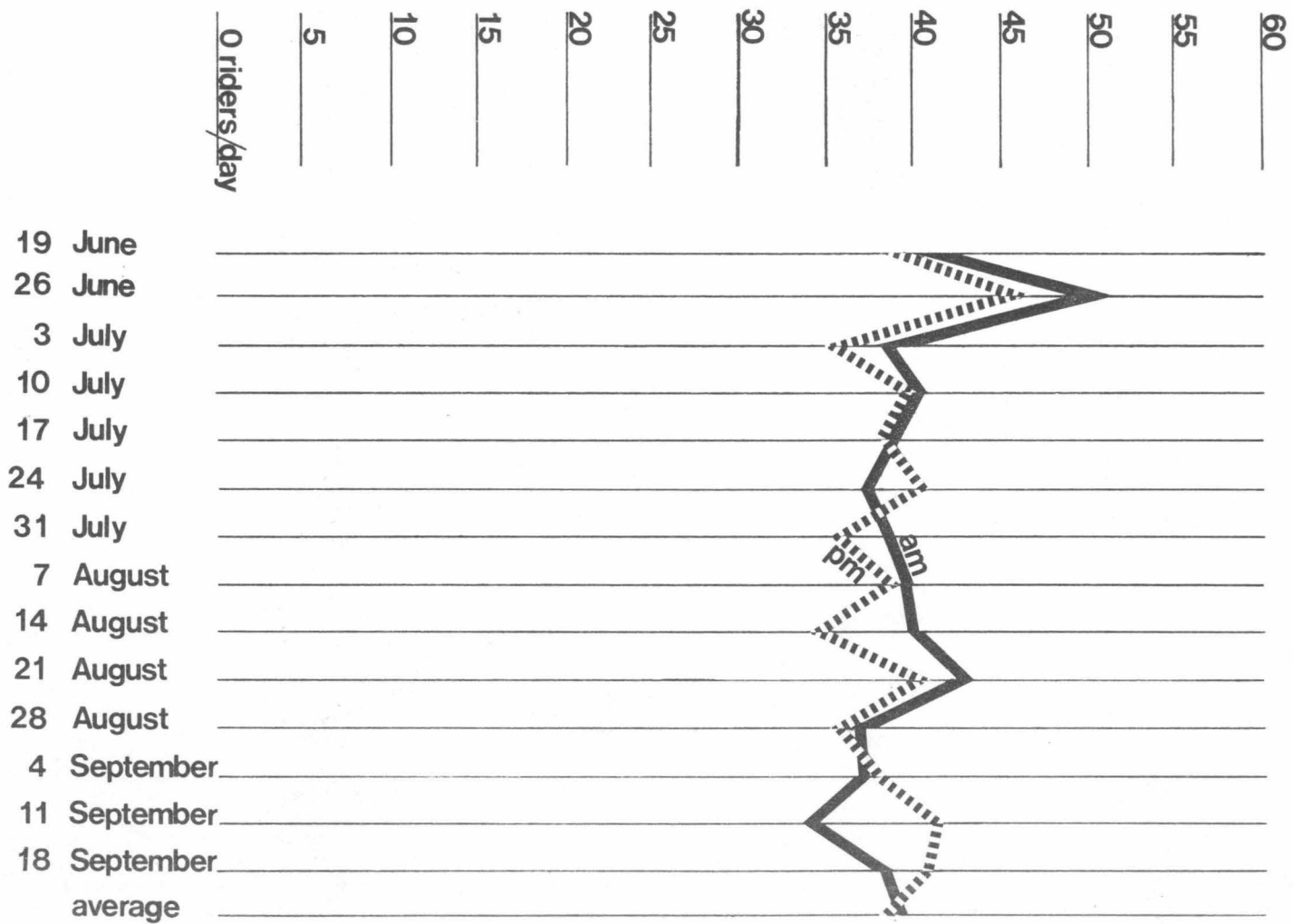
find another means of transportation for his return trip. This should especially hold true in the summer, since most courses are scheduled in the morning. Last summer this was in fact, the case. The morning trip carried an average of approximately 35 passengers per day, while the afternoon trip carried an average of only 27 passengers. This summer, however, average morning and afternoon ridership levels were virtually the same. The average morning ridership figure was 39.6, while the corresponding afternoon figure was 39.4. Apparently, a greater number of people were utilizing the Express Bus on a round trip basis this summer as compared to last summer. It should be noted that this is consistent with the trend that was observed throughout the last academic year.

Although average morning and afternoon ridership levels were nearly the same this summer, as last; a greater range in average morning ridership was recorded, as compared to the corresponding afternoon figures. This difference was basically a function of student patronage, as discussed earlier.

Total ridership on Route C this summer was nearly 19 percent higher than last summer. Considering total afternoon ridership separately, the increase was more than 36 percent, again underlining the trend toward greater round trip patronage.

These results clearly indicate that there is a growing market for summer service on Route C. Furthermore, since the entire Express Bus System has exhibited a consistent growth pattern, it seems reasonable to assume that a market demand for summer service may exist in other route areas. In order to determine the feasibility of providing summer service on additional routes, it is recommended that all routes be closely monitored during the coming academic year with special reference to Civil Service patronage. If a market demand is found to exist, at least one additional route should be extended over next summer on an experimental basis.

Route C am/pm



Route C am/pm

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25

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15

10

5

0riders

monday

tuesday

wednesday

thursday

friday

